**Fill this out and delete the questions when you are done**

***You don’t have answer my questions, but it helps formulate your response to each section.***

**A1. Content Needs - Describe how the current website content fails to meet audience and stakeholder needs.**

**Content needs are what users want to learn from the site.**

**Audience Needs:**

1. **Write about clear and comprehensive overview**
2. **Write about specific information layout**:
3. **Write about availability of content**:
4. **Write about consistency**:

**Stakeholder Needs:**

1. **Write about the brand representation:**
2. **Write about promotion of services**:
3. **Write about search engine optimization (SEO)**:

**A2. Functionality Needs Describe how the current website functionality fails to meet audience and stakeholder needs  
  
Functionality needs are what users want to do on the site**

**Audience Needs:**

1. **Write about user-friendly consultation booking**:
2. **Write about improved navigation**:
3. **Write about the effective search functionality**:
4. **Write about mobile compatibility**:

**Stakeholder Needs:**

1. **Write about the streamlined Consultation Booking**:
2. **Write about enhanced accessibility**:
3. **Write about the functional hyperlinks**:
4. **Write about the accessibility features**:

**A3. Navigation Needs Describe how the current navigation system fails to meet audience and stakeholder needs.**

**Navigation needs are how users move from page to page**

**Audience Needs:**

1. **Write about the clear Navigation**:
2. **Write about visual feedback**:
3. **Write about functionality**:
4. **Write about access to Information**:

**Stakeholders Needs:**

1. **Functional Design**:
2. **User Engagement**:
3. **Feedback Mechanism**:
4. **Brand Representation**:

**B1.  Functionality and Micro interactions - Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.**

Include the following below in your response

[Examples of Micro-interactions](https://www.vev.design/blog/micro-interaction-examples/)

* Contact and  [sign-up forms](https://help.vev.design/en/articles/6125400-adding-forms)
* Social media like and [share buttons](https://help.vev.design/en/articles/5968508-adding-share-buttons)
* Call to action buttons
* Tap and hold elements.
* Horizontal scroll buttons.
* [Progress indicator bars](https://help.vev.design/en/articles/6050132-adding-a-scroll-progress-bar)
* Audio and/or visual feedback
* Click/hover to reveal text or images.
* Page transitions.
* Hover animations on buttons or linked graphics.

**Audience Needs:**

1. **Efficient Navigation and Search**:
2. **Highlighted Menu Tabs**:
3. **Responsive and Informative Pages**:
4. **Interactive and Easy-to-Navigate Structure**:

**Stakeholder Needs:**

1. **Increased Site Visits and Engagement**:
2. **Consultation Sign-Ups**:
3. **Mobile Accessibility**:
4. **Visual and Functional Enhancements**:

**B2. Content for new page - Describe the type of content that will be used for one new page based on one of the new user personas, including how the elements of the content align directly to the chosen user persona**

**PLEASE make sure to use the same persona you chose for Task 1 for Task 2**

Choose **one** of the new user personas from the list below (this is from [Paradigm Pet Professionals UI Design Specifications](https://srm.my.salesforce.com/servlet/fileField?retURL=https%3A%2F%2Fsrm--c.vf.force.com%2Fapex%2Fcoursearticle%3FId%3DkA03x000000l9FOCAY&entityId=ka0S60000001rOrIAI&_CONFIRMATIONTOKEN=VmpFPSxNakF5TkMwd05pMHhOMVF4TlRvME1qb3hNeTR4TnpoYSxjdmp2eE8tVW1VeVVPWkkxUFJoN1djQXNBRURKdmlOLVBJTkdqQWhqMk5rPSxaREZrWVdOaQ%3D%3D&common.udd.actions.ActionsUtilORIG_URI=%2Fservlet%2FfileField&field=FileUpload2__Body__s))

* bird owner
* fish owner
* small animal owners

Then you write about the following:

* **Target Audience**: Potential owners who want this type of pet.
* **Resources and Care Information**: Detailed guidelines on caring for and focusing on their specific needs.
* **Living Environment**: Information on creating a comfortable living environment and necessary amenities
* **Social Needs and Expert Guidance**: Advice on whether the pet requires a companion or can be kept alone and preparing the home for the pet

**B3. Explanation of content removal or redevelopment - Identify existing content from the website that will be removed or redeveloped and explain how that content fails to meet the proposed audience and stakeholder needs.**

**Audience needs:**

1. **Explain more about the company**:
2. **Write about easy navigation**:
3. **Write about quick access to information**:
4. **Write about the design**:

**Stakeholders' needs:**

1. **Write about brand representation**:
2. **Write about the enhanced visibility**:
3. **Write about the streamlined design**:
4. **Write about improved user engagement**:
5. **Write about alignment with business goals**:

**B4. Visual Sitemap -** Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:

**Please watch**[**Creating a Visual Sitemap**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=2b8c7791-4915-4075-86ea-acfd01229e06)

* **Directions:  open MS Word, insert SmartArt, hierarchy, then organization chart**
  + You need a visual layout of your website and***label what the links need to be***.

**B5. Explanation of Audience and Stakeholders needs - Explain how your information architecture meets audience and stakeholder needs.**

**Audience Needs:**

* **Write about the ease of navigation:**
* **Write about device compatibility:**
* **Write about targeted information:**
* **Write about consultation opportunities:**

**Stakeholder Needs:**

* **Write about the consistent maintenance:**
* **Write about visitor growth:**
* **Write about consultation metrics:**
* **Write about brand visibility:**

**B6. Navigation**

**Use the Primary Navigational Elements:**

* **Navigation Bars**: The primary navigation element can be a horizontal navigation bar.

A screenshot of a computer

Description automatically generated

* **Drop-Down menu**: The primary navigation element can be a horizontal navigation bar.

A screenshot of a computer

Description automatically generated

**Questions to think about:**

* **Write about horizontally positioned navigation bar at the top**:
* **Write about the linked logo**:
* **Write about the search bar as a central navigation tool**:
* **Write about accessibility across all devices**:

**Use the Secondary Navigational Elements:**

* **Breadcrumbs**: A secondary navigation element can be breadcrumb menus. Stakeholders want to make it easy for users to navigate back to the homepage and these links will clearly define the path from the current page back to the homepage. A screen shot of a computer

  Description automatically generated

**Questions to think about:**

* **Write about buttons directing users to the consultations page**:
* **Write about user contact**:
* **Write about the seamless navigation for consultation seekers**:
* **Write about meeting the stakeholders' objectives**:

**B6a. Audience and Stakeholders Navigations needs.**

**Audience Needs:**

* **Write about the easy access to information:**
* **Write about the alternative navigation options:**
* **Write about the clear orientation:**
* **Write about mobile-friendly features:**

**Stakeholder Needs:**

* **Write about the user engagement:**
* **Write about the improved user experience:**
* **Write about the data collection:**
* **Write about the consistency and accessibility:**

**C. Mid-fidelity wireframe**

* Please watch [Create a wireframe using word and PowerPoint](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=d81e9ab0-85df-4a32-afa8-acfd01150d21)
* Just the homepage
* Please make sure you have image placeholders
* Please make sure you have a footer

Here is a good example (**Delete this below**)

A screenshot of a web page

Description automatically generated

**D. Maintenance Plan**

* Please watch [creating a maintenance plan](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=92b206fd-7230-4ab3-bd2a-ad17013845d2)
* **Keep the maintenance area**
* **Fill this table out**

|  |  |  |  |
| --- | --- | --- | --- |
| **Maintenance Area** | **Task** | **Who is responsible for this Task?** | **Frequency** |
| **Universal Accessibility** |  |  |  |
| **Content and SEO** |  |  |  |
| **Properly Maintain Website** |  |  |  |
| **Website rendering for Desktop and Mobile Devices** |  |  |  |
| **SEO strategies for Mobile devices** |  |  |  |